

start to regulate the same.

Both Aurora and Matt feel that we need to provide Dimitri with message points on exactly what is and is not going on with the FDA. They feel that the July 13 press release is not enough. By the way, Aurora feels that it's probably too late to do anything about the piece, but at least Dimitri will be prepared once it's published to defend ourselves.

To make a long story short (or longer), I have promised to provide Aurora some information early next week. Ellis: Can we sit down Monday and draft something? Thanks, D. P.S. Matt told me to send Aurora the draft letter to the editor, Shooks memo and let her decide whether to send it to Dimitri. (Matt: I sent the issues module too.)

Media Inquiry for Han, Vic

To: Colby, Dolly; Firestone, Marc; Han, Vic; Lenzi, Jack; Merlo, Ellen; Prager, Greg; Sorrells, John; Woodward, Ellis; York, Mike

From: McCormick, Brendan

Date: 28, Jul 1995, 4:44 PM

Reporter: Ms. Denise Li

Phone No. (202) 457-4481

Media Outlet:
FW: CBS

Location: DC

Topic: AAA

Deadline: ASAP

FYI - Producer is with Face the Nation.

To: Carraro, Tara; Coughlin, Mary; Daragan, Karen; Kiley, Debbie; Laufer, David; McCormick, Brendan; Rainey, Karen

From: Martin, Maria on Fri, Jul 28, 1995 4:42 PM

Media Outlet: CBS

She asked receive a faxed copy of the AAA press release. Her fax # is (202) 457-1533.

AT: Faxed AAA release & program summary.

Note for Han, Vic

From: Nicoli, David

Date: 28, Jul 1995, 4:51 PM

Subject: RE: Underage Sale Prohibited Notice

To: Daragan, Karen

Cc: Han, Vic; Merlo, Ellen; Parrish, Steve

It helps--but isn't there a concern about the press asking questions of Ellen about FDA/Washington, the PM documents Waxman released, etc? So at bottom, Ellen/Sterve have to answer whether we can handle that. Otherwise, I am comfortable w/everything else.

From: Daragan, Karen on Fri, Jul 28, 1995 4:26 PM
Subject: Underage Sale Prohibited Notice
To: Nicoli, David

David, I just called to let you know that we learned as early as Mon and Tue of next week, starting in Cabarrus, followed by Richmond, we will begin printing new notice on all Marlboro Lights packs (biggest sellers first.) In light of this, we believe it is a great photo opp and a good national news story to continue with momentum of AAA launch (more of a t.v. news piece, but we believe it is definitely newsworthy beyond our three plant communities.)

Our proposal is to hold an informal briefing for the media at the Richmond plant with Ellen Merlo providing brief remarks. We would invite cameras in to film the packs coming off the line. The two suggested dates for press briefing/photo opp would be next Wed. Aug. 2 or early the following week on Tue. Aug. 8. In addition to on-site media relations, we would put B-roll up on the satellite of packs on line and EM soundbites and pitch to network affiliates nationwide in top markets. We also would put out radio actuality and wire photo. Hopefully get AP photo on the A wire.

We need to know if this helps or hurts. Please advise. KD.

Note for Han, Vic

From: Nicoli, David
Date: 28, Jul 1995, 4:59 PM
Subject: Tobacco TV This Weekend
To: Bring, Murray; Firestone, Marc; Han, Vic; Morgan, Jim; Parrish, Steve; Woodward, Ellis
Cc: Scott, Gregory

Here's where things stand: Rose is on Face the Nation V Waxman this Sunday. In addition, he told us CNN is doing a 3 hour show from 9am to noon on Sunday on tobacco. He said he is appearing on the first hour. At his request, Ellis drafted up superb message points for him to use which we have sent to Rose. Let's cross our fingers that he uses them.

Now it appears that the Brinkley tobacco segment is back on. Rep. Bart Gordon from TN just called and said he had been invited to appear opposite Durbin and that he agreed. He has asked me to come brief him tomorrow morning from 10-1115, which I will do. I am revising the Rose messafe points for Gordon and will bring him additional background materials.

We'll keep you posted.

Note for Han, Vic

From: Merlo, Ellen
Date: 28, Jul 1995, 5:10 PM
Subject: RE: Underage Sale Prohibited Notice

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